

Katrina Strathearn – Portfolio

Organisation: University of Surrey

Project: 50th Anniversary Book of Wonder & Multi-Purpose Content

Skills: Content Planning, Copywriting, Proofreading

September 2016 marked 50 Years since the signing of the official Charter, establishing the University of Surrey in Guildford.

I was tasked with researching and writing a visually striking and impactful book that showcased 50 ways that Surrey has had a positive contribution to society and the world we live in over the past half a century. Its aim was to highlight the passion, innovation and enterprise that runs through Surrey's veins.

These achievements were framed as 'wonderful moments' in time and were selected on the basis of their impact on the world, the people around us, and their emotional resonance with the audience.

The book needed to work in synergy with the film and website to create a suite of core marketing materials to be used throughout the twelve-month anniversary celebration period. Therefore, the copy I wrote needed to be flexible enough to be repurposed for web, social media and broadcast media.

The scope of the project encompassed undertaking research to identify the 50 moments that would be featured, conducting interviews with key University personnel, sourcing imagery, obtaining photographic and content permissions, undertaking desktop research, working with the design and film production agencies, copywriting and proofreading.

Below are five examples of the 'wonder moments' as they appeared in the book, followed by examples of how the University's web team re-purposed the content for the 50th Anniversary website: <http://www.surrey.ac.uk/50th-anniversary/>

Example 1: Sir George Edwards

1966

Sir George Edwards, *leader of the British design team for Concorde*, and Chairman of the British Aircraft Corporation, is appointed the University's first Pro-Chancellor

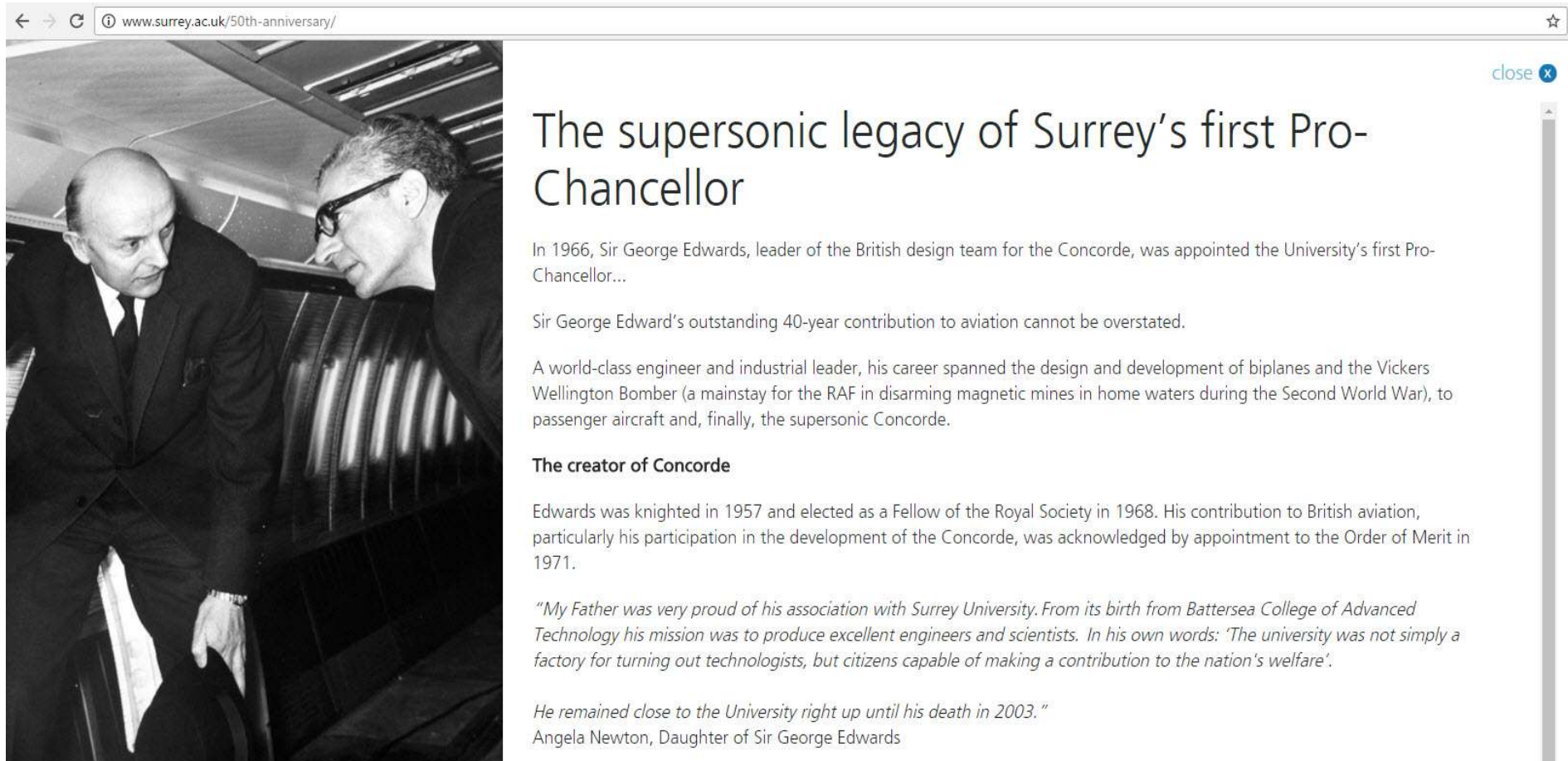
A supersonic moment, where even the sky wasn't quite the limit.

Sir George Edwards's outstanding 40-year contribution to aviation (from 1935 to 1975) cannot be overstated. A world-class engineer and industrial leader, his career spanned the design and development of biplanes and the Vickers Wellington Bomber (a mainstay for the Royal Air Force in disarming magnetic mines in home waters during WWII), to passenger aircraft and, finally, the supersonic Concorde.

Edwards was knighted in 1957 and elected as a Fellow of the Royal Society in 1968. His contribution to British aviation, and particularly his participation in the development of Concorde, was acknowledged by appointment to the Order of Merit in 1971.



Copy re-purposed for the website:



www.surrey.ac.uk/50th-anniversary/

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The supersonic legacy of Surrey's first Pro-Chancellor

In 1966, Sir George Edwards, leader of the British design team for the Concorde, was appointed the University's first Pro-Chancellor...

Sir George Edward's outstanding 40-year contribution to aviation cannot be overstated.

A world-class engineer and industrial leader, his career spanned the design and development of biplanes and the Vickers Wellington Bomber (a mainstay for the RAF in disarming magnetic mines in home waters during the Second World War), to passenger aircraft and, finally, the supersonic Concorde.

The creator of Concorde

Edwards was knighted in 1957 and elected as a Fellow of the Royal Society in 1968. His contribution to British aviation, particularly his participation in the development of the Concorde, was acknowledged by appointment to the Order of Merit in 1971.

"My Father was very proud of his association with Surrey University. From its birth from Battersea College of Advanced Technology his mission was to produce excellent engineers and scientists. In his own words: 'The university was not simply a factory for turning out technologists, but citizens capable of making a contribution to the nation's welfare'.

He remained close to the University right up until his death in 2003."

Angela Newton, Daughter of Sir George Edwards

Example 2: Sir Alec Issigonis & the Mini

1957

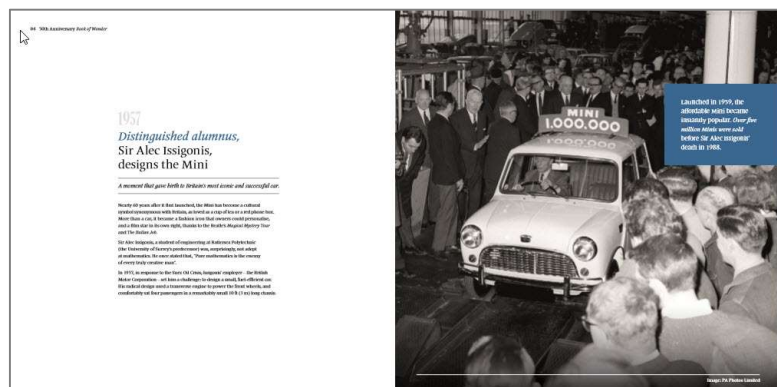
Distinguished alumnus, Sir Alec Issigonis, designs the Mini

A moment that gave birth to Britain's most iconic and successful car.

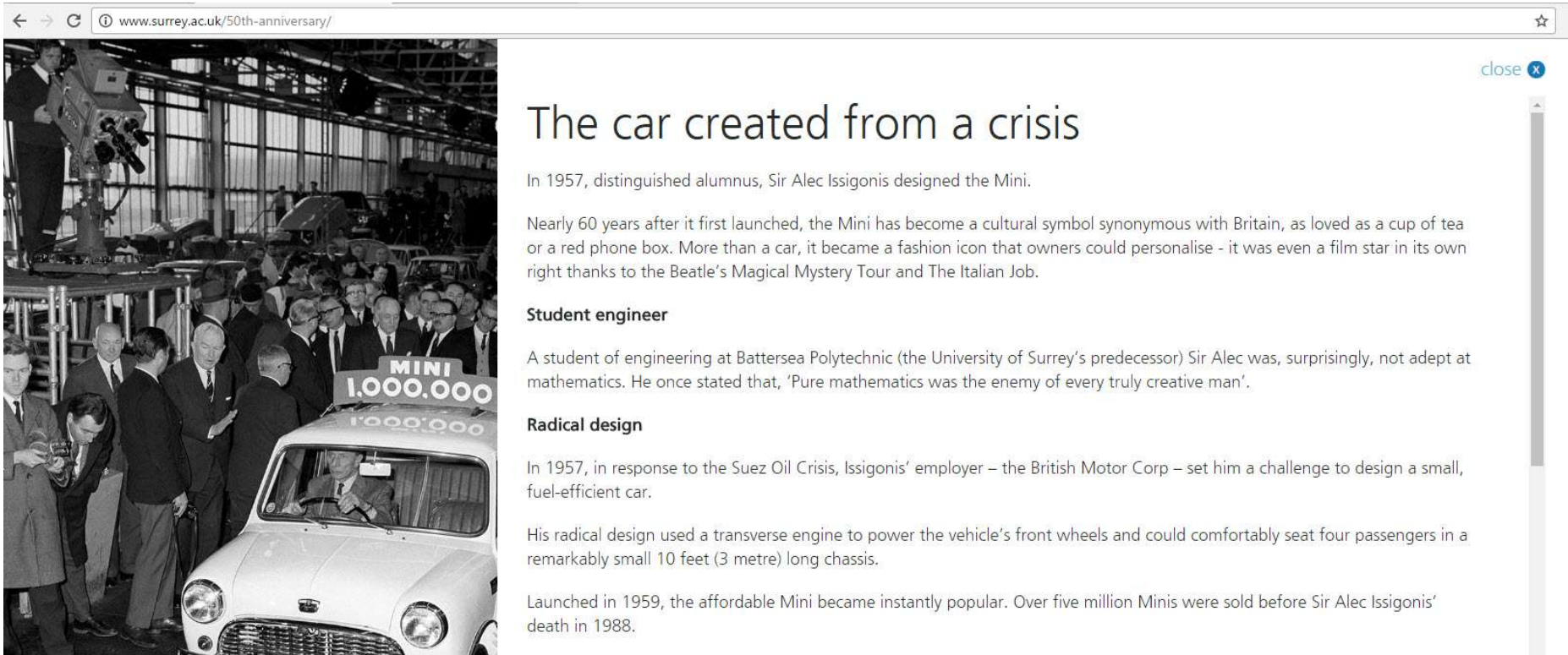
Nearly 60 years after it first launched, the Mini has become a cultural symbol synonymous with Britain, as loved as a cup of tea or a red phone box. More than a car, it became a fashion icon that owners could personalise, and a film star in its own right, thanks to the Beatle's *Magical Mystery Tour* and *The Italian Job*.

Sir Alec Issigonis, a student of engineering at Battersea Polytechnic (the University of Surrey's predecessor) was, surprisingly, not adept at mathematics. He once stated that, "Pure mathematics is the enemy of every truly creative man".

In 1957, in response to the Suez Oil Crisis, Issigonis' employer – the British Motor Corporation – set him a challenge: to design a small, fuel-efficient car. His radical design used a transverse engine to power the front wheels, and comfortably sat four passengers in a remarkably small 10 ft (3 m) long chassis.



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The car created from a crisis

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Nearly 60 years after it first launched, the Mini has become a cultural symbol synonymous with Britain, as loved as a cup of tea or a red phone box. More than a car, it became a fashion icon that owners could personalise - it was even a film star in its own right thanks to the Beetle's Magical Mystery Tour and The Italian Job.

Student engineer

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Radical design

In 1957, in response to the Suez Oil Crisis, Issigonis' employer – the British Motor Corp – set him a challenge to design a small, fuel-efficient car.

His radical design used a transverse engine to power the vehicle's front wheels and could comfortably seat four passengers in a remarkably small 10 feet (3 metre) long chassis.

Launched in 1959, the affordable Mini became instantly popular. Over five million Minis were sold before Sir Alec Issigonis' death in 1988.

Veracity Content.

COPYWRITING | COPY-EDITING | PROOFREADING | CONTENT STRATEGY

Example 3: Archi Cultural Dictionary

Imagine if you were the only person left who could speak your language... It is estimated that 50 per cent of the world's languages will die out in the next 100 years, a loss which will impoverish us all.

2007

Surrey's linguists *create a modern dictionary and online resource for Archi*, an endangered language spoken by about 1,200 people in the remote highlands of Dagestan (Russia)

A moment where we captured a language to preserve a culture.

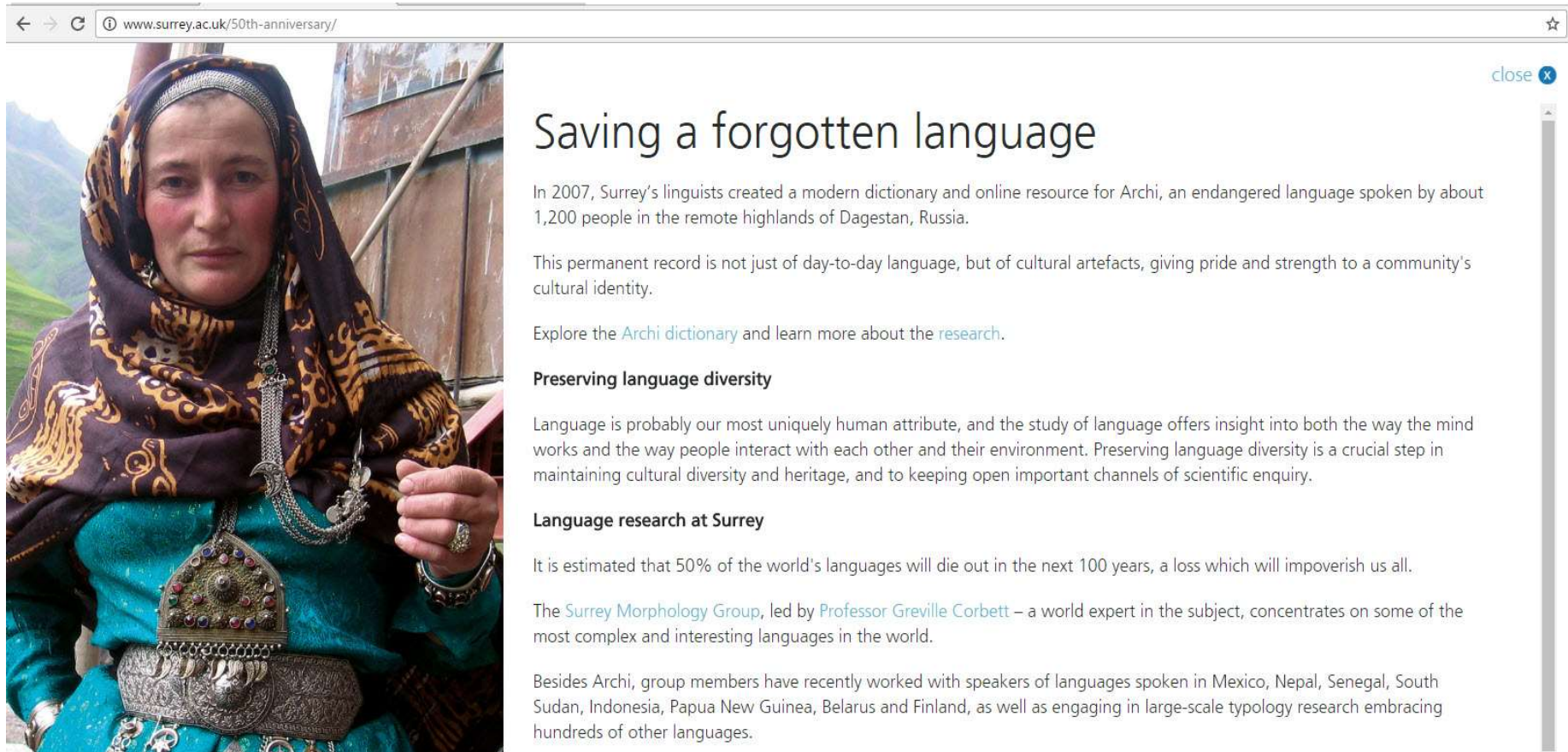
This permanent record is not just of day-to-day language, but of cultural artefacts, giving pride and strength to a community's cultural identity.



Veracity Content.

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Copy re-purposed for the website:



The image is a screenshot of a web browser displaying an article. The browser's address bar shows the URL 'www.surrey.ac.uk/50th-anniversary/'. The article features a large photograph of a woman in traditional Archi attire, including a patterned headscarf and a decorative silver belt. The article title is 'Saving a forgotten language'. The text discusses the creation of a modern dictionary and online resource for the Archi language in 2007, highlighting its cultural significance and the work of the Surrey Morphology Group.

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Saving a forgotten language

In 2007, Surrey's linguists created a modern dictionary and online resource for Archi, an endangered language spoken by about 1,200 people in the remote highlands of Dagestan, Russia.

This permanent record is not just of day-to-day language, but of cultural artefacts, giving pride and strength to a community's cultural identity.

Explore the [Archi dictionary](#) and learn more about the [research](#).

Preserving language diversity

Language is probably our most uniquely human attribute, and the study of language offers insight into both the way the mind works and the way people interact with each other and their environment. Preserving language diversity is a crucial step in maintaining cultural diversity and heritage, and to keeping open important channels of scientific enquiry.

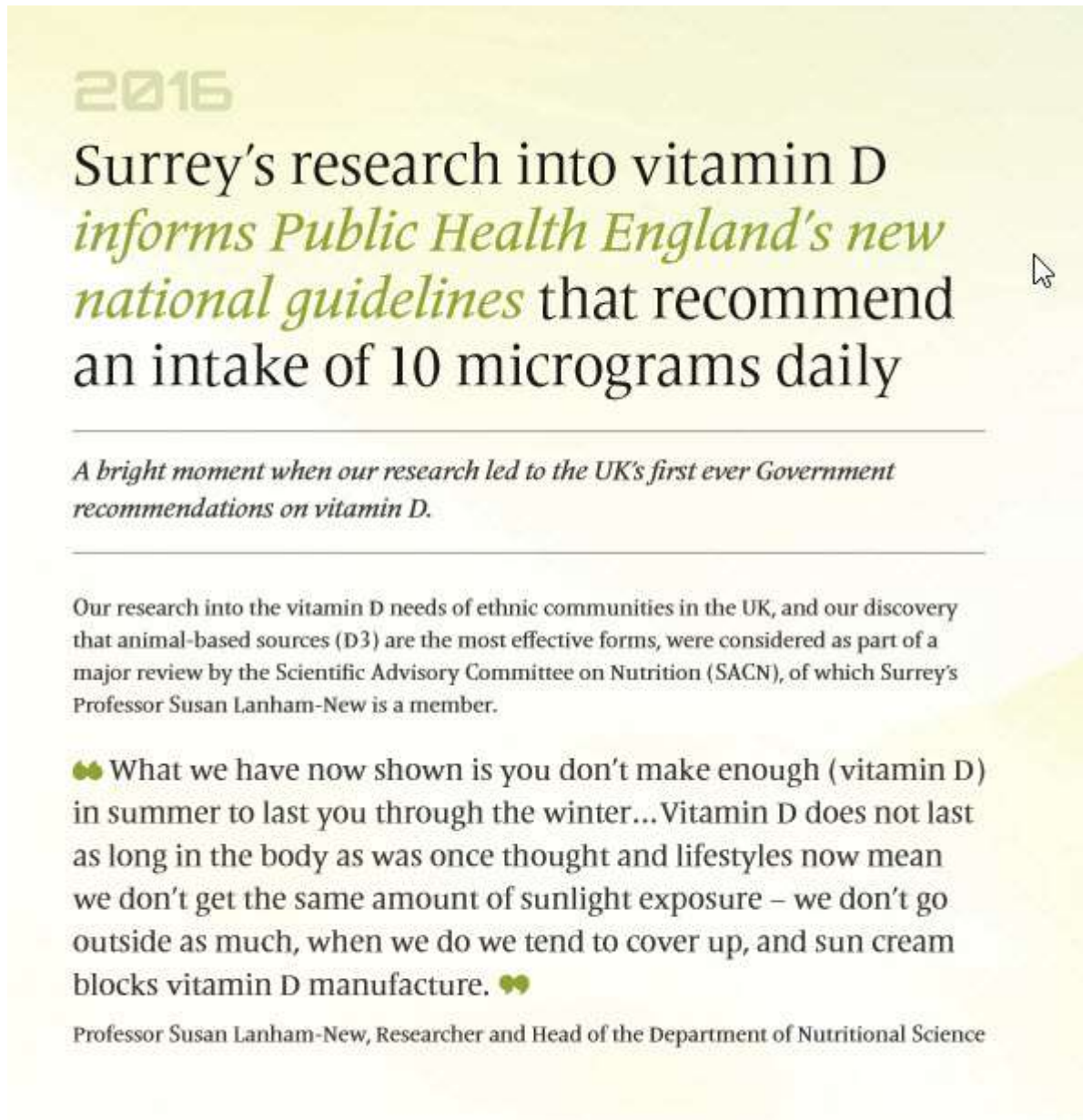
Language research at Surrey

It is estimated that 50% of the world's languages will die out in the next 100 years, a loss which will impoverish us all.

The [Surrey Morphology Group](#), led by [Professor Greville Corbett](#) – a world expert in the subject, concentrates on some of the most complex and interesting languages in the world.

Besides Archi, group members have recently worked with speakers of languages spoken in Mexico, Nepal, Senegal, South Sudan, Indonesia, Papua New Guinea, Belarus and Finland, as well as engaging in large-scale typology research embracing hundreds of other languages.

Example 4: Vitamin D Research



2016

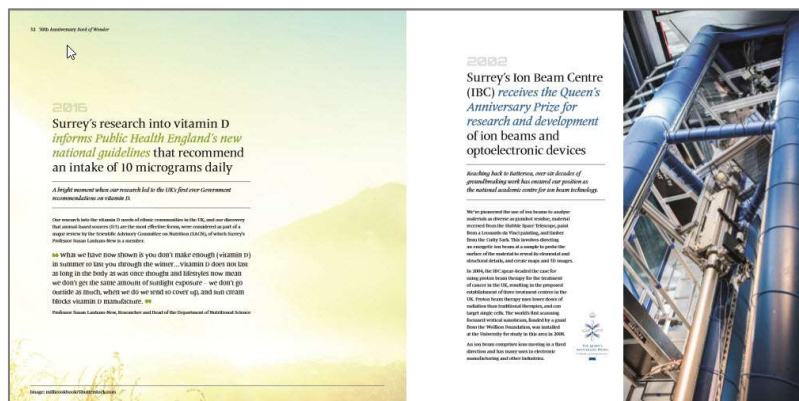
Surrey's research into vitamin D informs Public Health England's new national guidelines that recommend an intake of 10 micrograms daily

A bright moment when our research led to the UK's first ever Government recommendations on vitamin D.

Our research into the vitamin D needs of ethnic communities in the UK, and our discovery that animal-based sources (D3) are the most effective forms, were considered as part of a major review by the Scientific Advisory Committee on Nutrition (SACN), of which Surrey's Professor Susan Lanham-New is a member.

🍀 What we have now shown is you don't make enough (vitamin D) in summer to last you through the winter... Vitamin D does not last as long in the body as was once thought and lifestyles now mean we don't get the same amount of sunlight exposure – we don't go outside as much, when we do we tend to cover up, and sun cream blocks vitamin D manufacture. 🍀

Professor Susan Lanham-New, Researcher and Head of the Department of Nutritional Science



12 50th Anniversary Year of Vision

2016

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As well as we have now shown is you don't make enough (vitamin D) in summer to last you through the winter... Vitamin D does not last as long in the body as was once thought and lifestyles now mean we don't get the same amount of sunlight exposure – we don't go outside as much, when we do we tend to cover up, and sun cream blocks vitamin D manufacture.

Professor Susan Lanham-New, Researcher and Head of the Department of Nutritional Science

2016


Surrey's Ion Beam Centre (IBC) receives the Queen's Anniversary Prize for research and development of ion beams and optoelectronic devices

Building back to science, over six decades of groundbreaking work has earned our position as the national academic centre for ion beam technology.

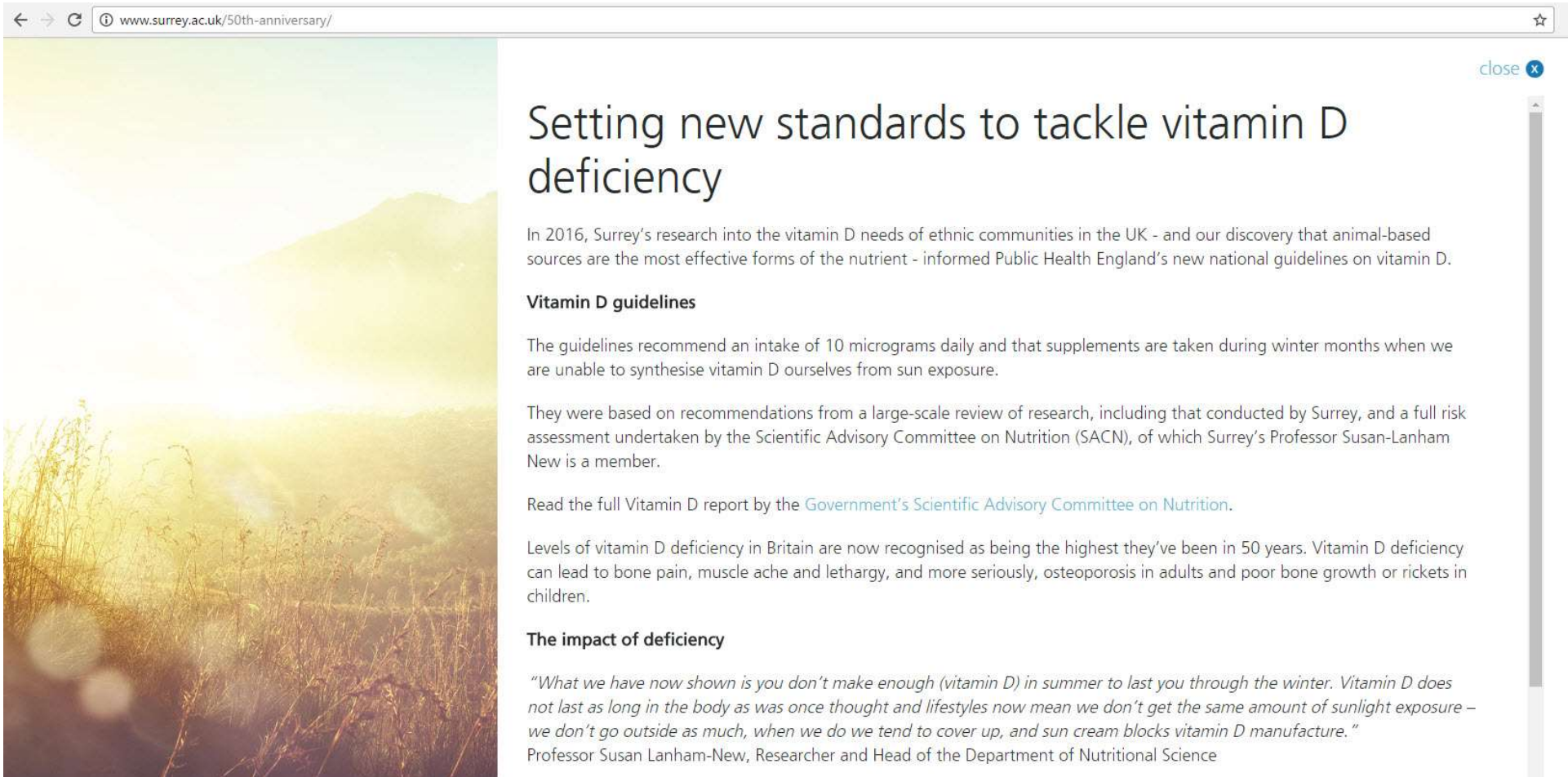
We've pioneered the use of ion beams to modify materials in diverse applications, including medical devices from the humble 'Smart' Electronic Tooth Brush to mobile phone charging, and faster than the speed of light. This has been achieved through our research in ion beam technology, and our expertise in ion beam technology for medical and scientific applications, including the development of ion beam technology for medical and scientific applications, including the development of ion beam technology for medical and scientific applications.

As well as the ion beam technology for medical and scientific applications, we have also developed ion beam technology for medical and scientific applications, including the development of ion beam technology for medical and scientific applications.

As ion beam technology has developed, it has become a key technology for medical and scientific applications, including the development of ion beam technology for medical and scientific applications.



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Setting new standards to tackle vitamin D deficiency

In 2016, Surrey's research into the vitamin D needs of ethnic communities in the UK - and our discovery that animal-based sources are the most effective forms of the nutrient - informed Public Health England's new national guidelines on vitamin D.

Vitamin D guidelines

The guidelines recommend an intake of 10 micrograms daily and that supplements are taken during winter months when we are unable to synthesise vitamin D ourselves from sun exposure.

They were based on recommendations from a large-scale review of research, including that conducted by Surrey, and a full risk assessment undertaken by the Scientific Advisory Committee on Nutrition (SACN), of which Surrey's Professor Susan-Lanham New is a member.

Read the full Vitamin D report by the [Government's Scientific Advisory Committee on Nutrition](#).

Levels of vitamin D deficiency in Britain are now recognised as being the highest they've been in 50 years. Vitamin D deficiency can lead to bone pain, muscle ache and lethargy, and more seriously, osteoporosis in adults and poor bone growth or rickets in children.

The impact of deficiency

"What we have now shown is you don't make enough (vitamin D) in summer to last you through the winter. Vitamin D does not last as long in the body as was once thought and lifestyles now mean we don't get the same amount of sunlight exposure – we don't go outside as much, when we do we tend to cover up, and sun cream blocks vitamin D manufacture."

Professor Susan Lanham-New, Researcher and Head of the Department of Nutritional Science

Example 5: Professor Daphne Jackson

1971

Daphne Jackson becomes *the first female professor of physics in the UK*

A moment of social progress, which set in motion the advancement of the careers of thousands of female academics in the field of science.

Professor Daphne Jackson was a lifelong campaigner for women in science.

Following her death in 1991, the Daphne Jackson Trust was established in her memory and continues her inspired work to this day. Following the model, established by Professor Jackson, the Trust has helped over 300 scientists and engineers return to their careers.

💚 Daphne Jackson was an amazing lady, and quite an inspiration and mentor to me in my career...I think Daphne would be very proud of what her Fellowships have accomplished. 💚

Dr Katie Perry, Chief Executive, Daphne Jackson Trust and University of Surrey alumna



Copy re-purposed for the website:



The screenshot shows a web browser window with the address bar displaying "www.surrey.ac.uk/50th-anniversary/". The page content includes a photograph of Daphne Jackson, a woman with short dark hair and glasses, wearing a light-colored jacket. The article title is "The appointment of the UK's first female professor of physics". The text describes her career at the University of Surrey, her appointment in 1971, and her role as a campaigner for women in science. A quote from Dr. Katie Perry is also included.

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The appointment of the UK's first female professor of physics

In 1971, Daphne Jackson became the first female professor of physics in the UK.

Daphne Jackson's career at the University of Surrey began when she moved to Battersea College of Technology to begin her research in theoretical nuclear physics.

She was appointed the University of Surrey's first professor of physics in 1971, and later became the Dean of the Faculty of Science.

A campaigner for women in science

Professor Jackson's academic contributions were eclipsed by her fervent campaigning for the careers of women in STEM (Science, Technology, Engineering and Maths).

She often met talented women who were forced to take on low-level jobs when returning to the workplace after a career break as they could not return to research at the right level without retraining and publications.

This inspired her to develop a fellowship scheme to address this issue and a pilot programme designed to help them return to their chosen careers.

"Daphne Jackson was an amazing lady, and quite an inspiration and mentor to me in my career, so the fact that I have come full circle from my degree and PhD at Surrey to now running the Daphne Jackson Trust makes it very personal for me, and something I am passionate about. I think Daphne would be very proud of what her Fellowships have accomplished."

Dr Katie Perry, Chief Executive, Daphne Jackson Trust and University of Surrey alumna